Melbourne Football Club Ltd

ACN 005 686 902

ESTABLISHED 1858

26 Jolimont Terrace, Jolimont
PO Box 254, East Melbourne 3002
Phone: (03) 9650 9052
Fax: (03) 9654 6039
DX: 16160

August 29 1996.

Dear Member

Re: Merger Proposal

I refer to my previous correspondence dated July 30, 1996 advising that a Sub-Committee, incorporating two Board representatives from both the Melbourne and Hawthorn Football Clubs, had been appointed to research and discuss the possibility of a merger.

The Sub-Committee has subsequently reported to their respective Clubs and both Boards have unanimously agreed with the recommendation to formally approach the members seeking their support for a merger.

This decision has not been made without lengthy deliberation from your Board, particularly taking into account the club's proud history and tradition.

With the dominance of the interstate clubs, AFL influences and constraints, plus projected increased operational costs, all Victorian AFL clubs will be forced to address their long-term viability.

The Board is committed to see Melbourne retained as a power in the AFL with on-field success and long-term financial stability - an objective that is unlikely to be achieved should Melbourne remain as a single entity.

The attached brochure and explanatory notes details the reasons for the merger and provides an overview of the proposed new club. It is provided to assist you in making an informed decision. I urge you to study it carefully and vote in the best interest of your club.

An Extraordinary General Meeting will be held on Monday, September 16, 1996 at 8.00 pm in the Dallas Brooks Hall, Albert Road, East Melbourne, to consider and vote on the merger proposal. I urge you to ensure the future of our club and support the merger by completing the enclosed proxy form and returning it to the club in the enclosed envelope. The proxy must be returned by 8.00 pm Sunday, September 15, 1996. (Proxies being returned by mail must be received by last mail on Friday, September 13, 1996)

As your President, I endorse the unanimous recommendation of your Directors and request your support for the proposed merger

Yours sincerely

I J Ridley
PRESIDENT

Official Sponsor
TOOHEYS BLUE